Response to Amendment

The amendment received on July 31, 2009 and the Interview Summary received March 4, 2010 are acknowledged and entered. Claims 1, 4-16, 18-21, 23-24, and 27 have been amended. Claims 2-3, 17, 22, and 25-26 have been canceled. No new claims have been added. Claims 1, 4-16, 18-21, 23-24, and 27 are currently pending.

Drawings

The drawings filed on April 23, 2004, 2004 are accepted by the Examiner.

Claim Rejections - 35 USC § 112, 2nd paragraph

Applicant's amendments filed 31 July 2009, with respect to the rejection of claims 1, 15, 20, 24, and 27 have been fully considered and are persuasive. Thus, the 112 rejection under 35 U.S.C. 112, 2nd has been withdrawn.

Claim Rejections - 35 USC § 101

The rejection of claim 24 under 35 U.S.C. 101, has been withdrawn due to the Examiner's amendment.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be

filed as provided by 37 CFR 1.312. To ensure consideration of such an

amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone

interview with Ashok K. Mannava (Reg. No. 45,301) on February 26, 2010.

IN THE CLAIMS

15. (Currently Amended) A method of displaying information on a display,

the method comprising:

a computer system determining a plurality of display configurations for

displaying information from a plurality of users, wherein each display

configuration includes a plurality of windows and each window displays

information for a different user, and an appearance or location of at least one of

the windows is varied per display configuration to cause at least one of a plurality

of metrics to vary per display configuration, wherein the plurality of metrics

include a usage metric, a power consumption metric, a lifetime metric, and a

monetary cost metric;

determining the plurality of metrics for each display configuration;

evaluating each of the display configurations based on the plurality of

metrics;

selecting one of the plurality of display configurations based on the

evaluation; and

providing the display configuration on the display.

24. (Currently Amended) Computer software embedded on a <u>non-transitory</u> computer readable medium, the computer software comprising instructions of:

determining a plurality of display configurations for displaying information from at least one source, wherein each display configuration includes a plurality of windows, and an appearance or location of at least one of the windows is varied per display configuration to cause at least one of a plurality of metrics to vary per display configuration, wherein the plurality of metrics include a usage metric, a power consumption metric, a lifetime metric, and a monetary cost metric;

for each display configuration, determining the plurality of metrics;

evaluating each of the display configurations based on the plurality of metrics for each display configuration; and

selecting one of the plurality of display configurations based on the evaluation.

Allowable Subject Matter

1.   **Claims 1, 4-16, 18-21, 23-24, and 27** are allowed.

The following is an examiner's statement of reasons for allowance:

2.   **As per independent claims 1, 15, 20, 24, and 27**, the best prior art, *Horvitz* (US PG Pub. 2004/0267600), while disclosing models and methods for reducing visual complexity and search effort via ideal information abstraction, hiding, and sequencing; in view of *Mammen* (US PG Pub. 2005/0004842), while

disclosing a business method for selling advertisements and traffic related

services on electronic billboards; in further view of *Nakamura* (US Patent Number

7,138,992), while disclosing a method of calibrating luminance of display, pricing

circuit of display employing same method and portable electronic device provided

with same driving circuit, does not disclose or fairly teach:

an appearance or location of at least one of the windows is varied per

display configuration to cause at least one of a plurality of metrics to vary per

display configuration, wherein the plurality of metrics include a usage metric, a

power consumption metric, a lifetime metric, and a monetary cost metric;

for each display configuration, determining the plurality of metrics;

evaluating each of the display configurations based on the plurality of

metrics for each display configuration; and

selecting one of the plurality of display configurations based on the

evaluation.

3.   **The best NPL prior art**, "BrightBoard: A Video-Augmented Environment",

does not disclose or fairly teach:

an appearance or location of at least one of the windows is varied per

display configuration to cause at least one of a plurality of metrics to vary per

display configuration, wherein the plurality of metrics include a usage metric, a

power consumption metric, a lifetime metric, and a monetary cost metric;

for each display configuration, determining the plurality of metrics;

evaluating each of the display configurations based on the plurality of

metrics for each display configuration; and

selecting one of the plurality of display configurations based on the

evaluation.

4.   **The best foreign art**, Barth et al. (WO 99/04562 A1) while disclosing

ambient light-dependent video-signal processing, fails to disclose:

wherein the first price level includes a first price limit and the second price

level includes a second price limit, wherein the first price level and the second

price level are assigned to a first band category, wherein the first band category

is defined by a first price range, wherein the first price limit and the second price

limit correspond to the first price range; and

wherein the third price level includes a third price limit and the fourth

price level includes a fourth price limit, wherein the third price level and the fourth

price level are assigned to a second band category, wherein the second band

category_ is defined by a second price range, wherein the third price limit and the

fourth price limit correspond to the second price.

The remaining dependent claims are considered allowable, as they are

dependent and based off of an allowable independent claim.

Any comments considered necessary by applicant must be submitted no

later than the payment of the issue fee and, to avoid processing delays, should

preferably accompany the issue fee. Such submissions should be clearly labeled

"Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Freda A. Nelson whose telephone number is (571) 272-7076. The examiner can normally be reached on Monday - Friday, 10:00 am –6:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/F. A. N./
Examiner, Art Unit 3628

/JOHN W HAYES/
Supervisory Patent Examiner, Art Unit 3628